

REP HEADLINE# 6370562
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
OCT11/12 15.02
*** WFLA-TV ***

ADV # ADV. NAME ISS/NRA

AGY # AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME AMAG MEDIAASSISTANT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6370562

CLASS: NATL. LOCAL REGIONAL

PRDCT NRA EST#3341 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT15/12 OCT21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT11/12 15.02

REP: REVISION 10/11
T/P CHANGE LN'S 1-4 AND 9-14
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NRA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

AGENCY ADVERTISER CODE = 137
AGENCY PRODUCT CODE = 490
AGENCY EST# = 3341

1	T		1135P-1237A	30		\$800.00	10/19	10/19	2		FRI	2
---	---	--	-------------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : TONITE SHW-NBC
RM35-64 : 1.0
CON COM1: TONITE SHW-NBC

2	T		1237A-136A	30		\$300.00	10/19	10/19	2		FRI	2
---	---	--	------------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : J FALLON-NBC
RM35-64 : 0.5
CON COM1: J FALLON-NBC

NOV 01 2012

10/16/12 tce

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 15.02

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	T		1135P-1237A	30		\$800.00	10/15	10/15	2		MON	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
4	T		1237A-136A	30		\$300.00	10/15	10/15	2		MON	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
9	T		1135P-1237A	30		\$800.00	10/18	10/18	2		THU	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
10	T		1237A-136A	30		\$300.00	10/18	10/18	2		THU	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
11	T		1135P-1237A	30		\$800.00	10/16	10/16	2		TUE	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
12	T		1237A-136A	30		\$300.00	10/16	10/16	2		TUE	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
13	T		1135P-1237A	30		\$800.00	10/17	10/17	2		WED	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
14	T		1237A-136A	30		\$300.00	10/17	10/17	2		WED	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												

REP HEADLINE# 6370562
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 15.02
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			42050.00									

CONTRACT TOTAL 42050.00
 TOTAL SPOTS 28

MARKET TOTALS \$169,050 WFLA 25% WFTS 4% WTSP 24% WTVT 46% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 1% CABL 0%

SHARES ACCURATE
 SVC- NSI BOOKS- OCT/PJ
 DEMOS- RM35-64*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

OCT11/12 13.46
*** WFLA-TV ***

2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1205A	30		\$800.00	10/19	10/19	2		FRI	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1: TONITE SHW-NBC												
2			1205A-105A	30		\$300.00	10/19	10/19	2		FRI	2
PROGRAM : J FALLON-NBC RM35-64 : 0.5 CON COM1: J FALLON-NBC												

OCT 11/12 13.46
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1135P-1205A	30		\$800.00	10/15	10/15	2		MON	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
4			1205A-105A	30		\$300.00	10/15	10/15	2		MON	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
5			1100P-1135P	30		\$2,500.00	10/20	10/20	1		SAT	1
PROGRAM : NWSCH8 AT 11SA< RM35-64 : 2.8 CON COM1 : NWSCH8 AT 11SA<												
6			1135P-105A	30		\$1,350.00	10/20	10/20	3		SAT	3
PROGRAM : SAT NITE LIVE< RM35-64 : 2.7 CON COM1 : SAT NITE LIVE<												
7			330P-700P	30		\$1,500.00	10/20	10/20	3		SAT	3
PROGRAM : N DAME FOOTBALL RM35-64 : 0.8 CON COM1 : N DAME FOOTBALL												
8			815P-1130P	30		20000.00	10/21	10/21	1		SUN	1
PROGRAM : NBC SUN NFL RM35-64 : 11.0 CON COM1 : NBC SUN NFL												
9			1135P-1205A	30		\$800.00	10/18	10/18	2		THU	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
10			1205A-105A	30		\$300.00	10/18	10/18	2		THU	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1205A	30		\$800.00	10/16	10/16	2		TUE	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
12			1205A-105A	30		\$300.00	10/16	10/16	2		TUE	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
13			1135P-1205A	30		\$800.00	10/17	10/17	2		WED	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
14			1205A-105A	30		\$300.00	10/17	10/17	2		WED	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												

OCT/12 42050.00 CONTRACT TOTAL 42050.00
 TOTAL SPOTS 28

MARKET TOTALS \$169,050 WFLA 25% WFTS 4% WTSP 24% WTVT 46% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 1% CABL 0%
 SVC- NSI BOOKS- OCT/PJ
 DEMOS- RM35-64*

American Media & Advocacy Group Nra - National Rifle Association/ Issue
 815 Slaters Lane
 Alexandria VA 22314

Submission Number 804 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Origin

Client: Nra - National Rifle Association/ Issue	Submission Cost: 42050	Campaign Ref: E:063705620
Buyer: " "	Client/Product/Estimate: 137 /490 /3341	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06370562
Est./PO Number: 06370562	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Nra	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	2	2
2	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	2	2
3	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	2	2
4	M-F 1237a ET / 1137p CT Late Night M.....	02	300	30 Comme	Nbr of Spots	2	2
5	M-Su 11p NewsS.	01	2500	30 Comme	Nbr of Spots	1	1
6	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	1350	30 Comme	Nbr of Spots	3	3
7	Sat Notre Dame FootballS.	01	1600	30 Comme	Nbr of Spots	3	3
8	Sun 815p ET / 715p CT NBC Sunday Night Football	02	20000	30	Nbr of Spots	1	1
Weekly Totals: Total Spots(Ord Spots)					28	28	

American Media & Advocacy Group Nra - National Rifle Association/ Issue
 815 Slaters Lane
 Alexandria VA 22314
 Submission Number 804 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Origin

Client: Nra - National Rifle Association/ Issue	Submission Cost: 42050	Campaign Ref: E:063705620
Buyer: " "	Client/Product/Estimate: 137 /490 /3341	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06370562
Est./PO Number: 06370562	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
9	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme	Nbr of Spots	2	2
10	M-F 1237a ET / 1137p CT Late Night ...T...	02	300	30 Comme	Nbr of Spots	2	2
11	M-F 1135p ET / 1035p CT Tonight Show .T.....	03	800	30 Comme	Nbr of Spots	2	2
12	M-F 1237a ET / 1137p CT Late Night .T.....	02	300	30 Comme	Nbr of Spots	2	2
13	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	800	30 Comme	Nbr of Spots	2	2
14	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30 Comme	Nbr of Spots	2	2
Weekly Totals: Total Spots(Ord Spots)					28	28	

Grand Totals				Month 10 Weeks: 4			
				10/15			
Totals				Spots	28		28
				Cost	42050		42050

Grand Totals: Spots: 28
 Gross Total: 42,050.00

Commission:	<u>6,307.50</u>
Net Total:	<u>35,742.50</u>



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38784
American Media & Advocacy Group
815 Slaters Lane
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Nra - National Rifle Associa
PROD: Nra

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063705620
WFLA
INVOICE NUMBER 0100033198
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 137 /490 /3341
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
M-F 1135p ET / 1035p CT Tonigh	800.00	1 2	10/19 FR 11:58P	30	NRATV101412H	800.00			
			10/19 FR 12:29A	30	NRATV100612H	800.00			
M-F 1237a ET / 1137p CT Late N	300.00	2 2	10/19 FR 01:09A	30	NRATV101412H	300.00			
			10/19 FR 01:20A	30	NRATV101412H	300.00			
M-F 1135p ET / 1035p CT Tonigh	800.00	3 2	10/15 MO 12:07A	30	NRATV100612H	800.00			
			10/15 MO 12:29A	30	NRATV100612H	800.00			
M-F 1237a ET / 1137p CT Late N	300.00	4 2	10/15 MO 01:28A	30	NRATV100612H	300.00			
			10/15 MO 01:34A	30	NRATV100612H	300.00			
M-Su 11p News	2500.00	5 1	10/20 SA 11:27P	30	NRATV101412H	2500.00			
Sat 1130p ET / 1030p CT Saturd	1350.00	6 3	10/20 SA 12:40A	30	NRATV101412H	1350.00			
			10/20 SA 12:49A	30	NRATV100612H	1350.00			
			10/20 SA 12:55A	30	NRATV101412H	1350.00			
Sat Notre Dame Football	1500.00	7 3	10/20 SA 04:16P	30	NRATV101412H	1500.00			
			10/20 SA 06:05P	30	NRATV100612H	1500.00			
			10/20 SA 06:58P	30	NRATV101412H	1500.00			
Sun 815p ET / 715p CT NBC Sund	20000.00	8 1	10/21 SU 08:21P	30	NRATV101412H	20000.00			
M-F 1135p ET / 1035p CT Tonigh	800.00	9 2	10/18 TH 11:47P	30	NRATV101412H	800.00			
			10/18 TH 12:09A	30	NRATV100612H	800.00			
M-F 1237a ET / 1137p CT Late N									

*** Continued ***

PERIOD COST	42,050.00	27 Total Units	ACTUAL GROSS BILLING	41,750.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	6,262.50	TOTAL RECONCILING	Credits	300.00-
			NET DUE	35,487.50			300.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Nra - National Rifle Associa
PRODUCT Nra

INVOICE NUMBER 0100033198
BROADCAST MONTH 10/01/2012 - 10/28/12
AMOUNT DUE 35,487.50

REMIT TO:

*00156

000038784
American Media & Advocacy Group
815 Slaters Lane
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000038784 00000100033198 003548750 0



WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38784
American Media & Advocacy Group
815 Slaters Lane
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Nra - National Rifle Associa
PROD: Nra

2012
INVOICE DATE 10/28/12 E:063705620
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033198
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 137 /490 /3341
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
	300.00	10 2	10/18 TH	01:11A	30	NRATV101412H	300.00	
			10/18 TH	01:18A	30	NRATV101412H	300.00	
M-F 1135p ET / 1035p CT Tonigh						:30 Commercial		
	800.00	11 2	10/16 TU	11:47P	30	NRATV100612H	800.00	
			10/16 TU	12:09A	30	NRATV100612H	800.00	
M-F 1237a ET / 1137p CT Late N						:30 Commercial		
	300.00	12 2	10/16 TU		30		.00	Preempted 300.00-
			10/16 TU	01:29A	30	NRATV100612H	300.00	
M-F 1135p ET / 1035p CT Tonigh						:30 Commercial		
	800.00	13 2	10/17 WE	11:47P	30	NRATV101412H	800.00	
			10/17 WE	12:31A	30	NRATV100612H	800.00	
M-F 1237a ET / 1137p CT Late N						:30 Commercial		
	300.00	14 2	10/17 WE	01:09A	30	NRATV101412H	300.00	
			10/17 WE	01:17A	30	NRATV101412H	300.00	
Total Airtime Gross Spot Revenue:			41,750.00					

PERIOD COST 42,050.00

27 Total Units
ACTUAL GROSS BILLING 41,750.00
AGENCY COMMISSION 6,262.50
NET DUE 35,487.50

SUB-TOTALS Debits .00
Credits 300.00-
TOTAL RECONCILING 300.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.